

# Canada Adds to Lunar New Year Series

On January 9 Canada Post greeted the Year of the Rooster with a two-stamp issue, the ninth in its most recent series honoring the Lunar New Year. A Permanent domestic-rate stamp featuring a rooster image, with its chest proudly puffed out, is paired with an international-rate stamp offering a close-cropped profile view of the rooster's stately face. Both images are created from lines of gold foil.



visible only under a black light. However, on the uncut press sheet and pane of 25 domestic stamps, a gold foil sesquicentennial logo is visible to the naked eye.

- The international-rate official first day cover (OFDC), which also features a traditional Chinese blessing, is unsealed to enable the Chinese New Year tradition of giving money in a red envelope.

“Canada Post is proud to celebrate the vibrant and festive occasion that is the Lunar New Year, which is marked by Canadians of Chinese, Korean, Vietnamese and other East Asian heritage,” said Canada Post President and CEO Deepak Chopra. “The annual unveiling of this stamp issue has become a much-anticipated event, with the artistry of the series praised by both collectors and mailers.”

Designed by Paprika, a firm in Montréal, the stamps include several features:

- The pane of 25 domestic-rate stamps includes four Chinese blessings, presented in calligraphy by Albert Ng.
- While all 2017 stamps include elements that point to Canada's sesquicentennial, this issue's reference is two-fold. “Canada 150” appears dropped out of the tagging that surrounds the stamps, an effect

The Year of the Rooster runs from January 28, 2017 until February 15, 2018. As described by Canada Post, “Those born under this sign are honest, courageous and confident. Marked for success, they achieve their goals through a combination of wit, charm and hard work.”

Both the domestic and international rate stamps are self-adhesives. The Canadian domestic rate stamp is available in booklets of 10 and panes of 25, and the international stamp in booklets of 10. The issue also includes a gummed souvenir sheet of both stamps, a gummed transitional souvenir sheet featuring both the 2016 Year of the Monkey and 2017 Year of the Rooster international stamps, an uncut press sheet and Official First Day Covers for both stamp denominations.

Please go to <https://www.canadapost.ca/shop> for additional information on this and other Canada new issues.